



125 West 55th St
New York, NY 10019

Contract # 26925937			Changes as of: 5/21/2020 at 5:16 PM			Version: Current State Version 1		
CPE:	508629/77891		Flight:	5/26/20	6/1/20	Station:	WTWQ	Con Type: POLITICAL/VOTE
Agency:	MENTZER MEDIA	SERVICE	Advertiser:	MCCONNELL, MITCH		Market:	Lexington-Fayette	Total \$: \$1,695.00
	210 W. Pennsylvania	Avenue	Product:	MMCCO		Office:	NEW YORK	Total Spots: 12
Suite 250	Towson, MD 21204		Agency Order #:	9610855		Service:	Nielsen	Total CPP: \$55.57
			Buyer:	Hewes, Aly		Primary Demo:	Adults 18+	Total GRP: 30.5
			Salesperson:	SUSANA RENDINA		Assistant:	SUSANA RENDINA	
			Separation:					

#	Day/Time	DP	Program	Rate	A18P Rating	Len	5/26	5/27	5/28	5/29	5/30	5/31	6/1	5/26 - 6/1	Total Spots	Total	\$	CPP*	GRP*	
1	Tu-F,M 1 6a-7a		»ABC36 Good Morning Kentucky	\$30.00	1.2	30	1	1	0	0	0	0	0		3	\$90.00	\$25.00		3.6	
	<i>505 Index: 105. Nielsen: 0.5</i>																			
2	Tu-F,M 2 6p-6:30p		»ABC 36 News At 6	\$65.00	1.3	30	1	1	0	1	0	0	0		4	\$260.00	\$50.00		5.2	
	<i>505 Index: 109. Nielsen: 0.8</i>																			
3	6:30p-7p		»ABC 36 News Saturday	\$45.00	1.1	30	0	0	0	0	1	0	0		1	\$45.00	\$40.91		1.1	
	<i>505 Index: 127. Nielsen: 0.5</i>																			
4	Su 6:30p-7p		»ABC 36 News Sunday	\$50.00	1.1	30	0	0	0	0	0	0	1	0		1	\$50.00	\$45.45		1.1
	<i>505 Index: 107. Nielsen: 2.0</i>																			
5	Su 7p-8p		»America's Funniest Home Videos-ABC	\$375.00	5.5	30	0	0	0	0	0	0	1	0		1	\$375.00	\$68.18		5.5
	<i>505 Index: 116. Nielsen: 2.8</i>																			
6	Su 8p-9p		»Celebrity Family Feud-ABC	\$375.00	7.1	30	0	0	0	0	0	1	0		1	\$375.00	\$52.82		7.1	
	<i>505 Index: 112. Nielsen: 4.4</i>																			
7	Su 9p-10p		Press Your Luck	\$500.00	6.9	30	0	0	0	0	0	1	0		1	\$500.00	\$72.46		6.9	
	<i>505 Index: 110. Nielsen: 4.7</i>																			
TOTALS:				2	2	0	1	1	4	2					12	\$1,695.00	\$55.57	30.5		



Contract #	26928937	Changes as of:	5/21/2020 at 5:16 PM	Version:	Current State Version 1	Con Type:	POLITICAL/VOTE
CPE:	508/629/7891	Flight:	5/26/20 - 6/1/20	Station:	WTVQ	Total \$:	\$1,695.00
Agency:	MENTZER MEDIA SERVIC	Advertiser:	MCCONNELL, MITCH	Market:	Lexington-Fayette		
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204		Product:	MMCCO	Office:	NEW YORK		
		Agency Order #:	9610855	Service:	Nielsen	Total CPP:	\$55.57
		Buyer:	Hawes, Ally	Primary Demo:	Adults 18+	Total GRP:	30.5
		Salesperson:	SUSANA RENDINA 212-424-6190	Assistant:	SUSANA RENDINA 212-424-6190		
		Separation:					

Order Level Comments		
Date/Time	Added by	Comment
5/21/2010 5:16 PM	System	Notice Received.

Competitive Information				Daypart Summary				Monthly Summary				
	Market Budget:	\$24,214		Day/Time	% Distrib	Spots	Dollars	CPP	GRP	Month	Spots	Dollars
WTYQ Share:	7%				100%	12	\$1,695.00	\$55.57	30.5	2020-May	10	\$1,600.00
Comment:				Total	100%	12	\$1,695.00	\$55.57	30.5	2020-Jun	2	\$95.00
Competitive Unknown								Total	12	\$1,695.00		

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	Contract \$	Comment
Queued for electronic Contracting	5/21/20 5:14 PM					\$0	\$0
Low	5/21/20 5:01 PM	SUSANA DENDINA	Confirmed	12		\$1,605.00	\$1,605.00

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.